GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:205
ANSWERED ON:17.03.2005
AWARD WINNING FILMS
Kurup Adv. Suresh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a): the measures taken/being taken by Prasar Bharati to promote the highly acclaimed and award winning films made in the country;

(b): whether the Doordarshan has fixed chunks to air these films for the benefit of the public;

(c): if so, the details of the guidelines framed in this regard;

(d): whether there had been a reduction in the time chunks for the purpose and the payment structure to the films; and

(e): If so, the reasons therefor and the reaction of the Government thereto?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 205 TO BE ANSWERED ON 17.3.2005

(a) & (b) : Prasar Bharati has informed that Doordarshan telecasts one award winning film on the last Sunday of every month at 11.30 pm on its national channel. In addition, the regional Kendras also telecast award winning films on the regional language service of Doordarshan.

(c) On the national channel of Doordarshan, films awarded with Swarn Kamal and Rajat Kamal are telecast. On the regional service of Doordarshan the following films are telecast:-

(d) & (e): In view of the financial constraints, Prasar Bharati decided to telecast on National Network films which have received either Swarna Kamal or Rajat Kamal. On account of this decision, the number of films to be telecast has come down necessitating the telecast of such films to once a month from once a week.

Royalty rates have been brought down for Swarna Kamal awarded films from Rs.15 lakhs to Rs.8 lakhs and for Rajat Kamal awarded films from Rs.12 lakhs to Rs.5 lakhs. This decision was taken by the Prasar Bharati Board in January 2003 in view of resource constraints.